

PROCEEDINGS OF THE BROWN COUNTY NEVILLE PUBLIC MUSEUM GOVERNING BOARD

Pursuant to Section 19.84, Wis. Stats., a meeting of the **Brown County Neville Public Museum Governing Board** was held at 4:30 p.m. on Monday, November 14, 2011 at the Neville Public Museum, 210 Museum Place, Green Bay, Wisconsin

PRESENT: Kramer Rock, Kevin Kuehn, Jesse Brunette, Bob Jossie, Sandy Juno

EXCUSED: Pat Wetzel

ALSO

PRESENT: Rolf Johnson, Jean Hermes

1. CALL MEETING TO ORDER

Chairman Kevin Kuehn called the meeting to order at 4:30

2. APPROVE/MODIFY AGNEDA

Motion made by Jesse Brunette and seconded by Sandy Juno to approve the agenda. Vote taken. **MOTION APPROVED UNANIMOUSLY.**

3. APPROVE/MODIFY MINUTES of October 10, 2011

Motion made by Bob Jossie and seconded by Kramer Rock to approve. Vote taken. **MOTION APPROVED UNANIMOUSLY.**

4. Director's Report

a. Rolf distributed reference documents from other museums and science centers pertaining to the on-going discussion related to the public private partnership and the governance structure for the Neville. Rolf pointed out that most of the governance models that museums are working with today are from a century ago and they are trying to find ways to streamline the governance framework while allowing each institution to be more flexible in addressing 21st century governance and sustainability issues. Rolf acknowledged that budgets, policies and performance are important areas for any governing body to manage; tasks which are not occurring as of now with the Neville's Governing Board. He believes that the role of the Governing Board needs to either be reaffirmed and strengthened or changed. Discussion ensued regarding other distributed materials; framework models, options and recommendations. Sandy questioned whether the Foundation employees show up in the museum table of organization. Rolf stated that they do not and are completely separate even though all staff members, regardless of their position on our org chart, are working in alignment for the betterment of the

Museum. He emphasized that without the Foundation and private fund raising, the Museum would not be able to provide new exhibits and programs. Rolf has put together three models for the Governing Board, Foundation Board, Ed & Rec Committee and County Executive to review and consider.

Discussion, suggestions and concerns continued regarding these potential models. Rolf reiterated the need to strengthen the Governing Board's role in actual governance if this body is to remain active.

Kramer reported that the County Executive has verbalized the need for the Museum to become more of an enterprise and receive fewer tax dollars. Kramer recognizes a definite need for the Museum to change the way it does business. He feels it is necessary to change the current structure where the County Board directs the Museum if the Museum is to use fewer tax dollars in support of its mission. In his opinion, the Governing Board is a natural default structure. To begin the process, Kevin suggested a meeting with the County Executive to see if model #3 is of interest to him. Rolf reaffirmed that the Museum would need ongoing base line support from the County and that the County would continue to own the building, collections and completed (permanent) exhibits. He referred to the Milwaukee Public Museum's structure as a public private partnership based on a set tax levy contribution from Milwaukee County and an entrepreneurial private foundation in charge of all exhibits, programs and scholarly activity. Several different options were discussed.

As indicated in one of the models presented for discussion, Kevin expressed his belief that, ideally, the Foundation should be the Governing Board if statutory requirements could be fulfilled, thus creating one less entity the Museum Director needs to "report to." Jesse reported that he has spoken with the County Executive regarding the possibility of a governance change and he is okay with the idea. Rolf, Jesse and potentially Kevin are going to plan a meeting with him to discuss this so they can get things moving. Jesse suggested mentioning to Ed & Rec Committee that they are working on the models so that it is public and in January they will put it on the agenda so that the Ed and Rec Committee can comment. Kevin wants the committee to figure out a strategy this week and a time table. Discussion ensued.

b. Planning Process with benchmarks and Budget review for FY 2012

Rolf reported that the County budget has been approved by the County Board and that we are in the process of finalizing the budget for the Foundation. He stated that the Museum is trying to get more people coming in but also trying to increase the number of households who are members. He expressed his gratitude to the Foundation for the added burden they are undertaking to increase and diversify earned revenue. Rolf noted that we are modifying our 2012 work plan to enable us to do fewer things but things that have more impact. This plan includes the quality of the product as well as doing things that will reenergize the public's interest in our programs and exhibits. Rolf wants the committee to know that we are concomitantly in the process of refining our method of operation. Rolf offered the

Football exhibit and the MuseumPLACE exhibit as examples of exhibits that fall into this category. Also, he wants the Governing Board to be aware that we are beginning to break the unsustainable operations mold that we have been stuck in for the last few years. We will also take a harder look at how we will maximize the impact of the things that we do as part of our “value proposition” to the community and to funders. We are also working to establish some internal benchmarks with Ed and Rec and the Foundation Board.

5. Such other matters as are authorized by law

The Foundation endowment and investment policies were discussed.

6. ADJOURNMENT

Motion made by Jesse Brunette and seconded by Kevin Kuehn to adjourn at 5:30p.m.

Vote taken. **MOTION APPROVED UNANIMOUSLY**

Respectfully submitted,
Jean Hermes

Next Meeting

Monday—December 12, 2011
4:30 p.m.